

Sports Marketing Questionnaire

1. What is your earliest sports related memory?

2. What is your favorite sports team – and why?

3. What is your least favorite sports team – and why?

4. Please explain the most exciting sports contest you have either been a part of as a fan (in attendance) or as a player. What made the game so exciting and what was the outcome of the game?

5. In your opinion, what was the best sports moment of all time (The moment needs to be a moment in time one could currently see on youtube)? Please explain why you feel so passionately about this snapshot of sports history.

6. What product/company do you feel utilizes sports marketing the best.